

**MULTIMODALITY COMPARISON OF BLI-BLI 12.12
AND LAZADA 12.12 ADVERTISEMENTS**

Thesis

*Submitted as Partial Fulfillment of the Requirements to Obtain Strata One
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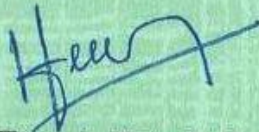
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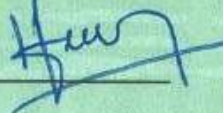
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ABSTRACT

Ummah, Kuntum Khaira. 2021. Multimodality Comparison of Bli-Bli 12.12 and Lazada 12.12 Advertisements

Many studies on multimodality have been carried out. Some of these previous studies show a comparison between two advertisements in the form of two-dimensional advertisements. However, very few studies have compared multimodality analysis on three-dimensional advertising. This study aims to compare the differences and similarities between two three-dimensional advertisements by looking at the verbal and visual meanings of each advertisement, the generic structure, and looking at the congruence between the verbal and visual meanings of the two advertisements. The analysis in this study is based on three theories, namely the theory of Halliday (2004) is used to analyze the verbal meaning, the theory of Kress and Leeuwen (2006) is used to analyze the visual meaning, and the last theory is Cheong (2004) which is used to analyze the generic structure of the two advertisements. This type of research is a comparative study with descriptive and qualitative approaches. The results showed that there are similarities and differences in the two advertisements. The conclusion obtained is that there are more similarities than differences, therefore congruence was found between verbal and visual meanings. The difference is caused by the different factors of the company which can be seen from the different ways of delivering information and how to invite the audience.

Keywords: Multimodality, lazada 12.12, bli-bli 12.12, congruence.

ABSTRAK

Ummah, Kuntum Khaira. 2021. Perbandingan Multimodalitas pada Iklan Bli-Bli 12.12 dan Lazada 12.12

Banyak penelitian tentang multimodalitas yang telah dilakukan. Beberapa penelitian terdahulu tersebut menunjukkan perbandingan antara dua iklan berupa iklan dua dimensi. Namun, sangat sedikit penelitian yang membandingkan analisis multimodalitas pada iklan tiga dimensi. Penelitian ini bertujuan untuk membandingkan perbedaan dan persamaan antara dua iklan tiga dimensi dengan melihat makna verbal dan visual dari masing-masing iklan, struktur generik, dan melihat kesesuaian antara makna verbal dan visual dari kedua iklan tersebut. Analisis dalam penelitian ini didasarkan pada tiga teori, yaitu teori Halliday (2004) digunakan untuk menganalisis makna verbal, teori Kress dan Leeuwen (2006) digunakan untuk menganalisis makna visual, dan teori terakhir adalah Cheong. (2004) yang digunakan untuk menganalisis struktur generik dari kedua iklan tersebut. Jenis penelitian ini adalah studi banding dengan pendekatan deskriptif dan kualitatif. Hasil penelitian menunjukkan bahwa terdapat persamaan dan perbedaan pada kedua iklan tersebut. Kesimpulan yang diperoleh adalah lebih banyak persamaan daripada perbedaan, sehingga ditemukan keselarasan antara makna verbal dan visual. Perbedaan tersebut disebabkan oleh perbedaan faktor perusahaan yang terlihat dari perbedaan cara penyampaian informasi dan cara mengajak penontonnya.

Kata kunci: Multimodalitas, lazada 12.12, bli-bli 12.12, keselarasan.

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CHAPTER I

1.1. Background of The Problem

Linguistics is a study related to language. This study focuses mainly on language and its use as a communication tool. Studying linguistics is one way to know the structure of the language and all aspects related to the language. Many things can be studied in linguistics, and one of them is multimodality. Multimodality is a branch of linguistics that understands communication and representation more than just the language.

Multimodality is often said to be a study related to meaning, either written or hidden. Multimodality applies many ways to understand a text, image, or video. Multimodality is different from other linguistic studies; Studies in multimodality do not only focus on written texts. For example, the researcher conducts research using a multimodality approach, by choosing one of Barack Obama's speech videos, then the researcher conduct researches by analyzing the verbal aspects of the transcript (spoken language), conducting visual video analysis, and the researcher can also analyze the sound or the music in the video. So that, it can be illustrated that multimodality is a study that is not only limited to the study of language. In addition to analyzing speech, researchers usually also use advertisement as the object of their research.

Currently, many ways can be done to introduce a product or service to the general public. One of them is by making an advertisement. Advertising is a form of delivering messages carried out by a person, company, or group containing

interesting information about a service or product delivered to many people. Advertising aims to make a person or group interested in the product or service being offered. Different types of e-commerce are competing to continue to create attractive advertisements. The aim is that selling activities, giving goods or services they offer via the internet, can be better known and attract many customers.

According to its function, it is undeniable that attractive advertisements greatly affect customer interest in the goods and services offered. Cook (2001) pointing out that advertisements' function is to inform, persuade, remind, influence, and perhaps change opinions, emotions, and attitudes. As time goes by, advertisements are printed (two dimensional) and made in the form of videos (three dimensions), which can then be viewed on TV, billboards, or even various social media platforms.

Changes in advertisements from time to time and the differences in aspects found in advertisements are quite interesting to examine. Therefore, many people have conducted studies on advertising. One way to analyze advertisements that people widely use is multimodality analysis. There are several studies that discuss multimodality analysis in advertisements with areas of discussion about visual and verbal, semiotic approach, and system functional linguistic. Several multimodality analysis studies were found. This study is related to advertising. There are two types of advertisement. The first is two-dimensional (usually in the form of an image), and the second is a three-dimensional advertisement (usually in the form of a video).

First, the author will give some examples of research using two-dimensional advertising. The first multimodality research was carried out by Jung and Ly (2015) from South Korea. Jung and Ly used two-dimensional advertising and focused their research on the visual analysis part only. They use two advertising images as material for analysis. Then, two digital images are examined for their representational and interactive dimensions and related to the magazine advertisement genre. The result shows that the framework identified narrative and conceptual processes, relations between participants and viewers, and symbolic attributes of the images, which all contribute to the sociological interpretations of the images.

Olowu and Akinkurolere (2015) from Nigeria are studying the visual and linguistic components associated with the selected advertisement of malaria drugs. Guo and Feng (2017), from China, discuss visual grammar and semiotics components. Kuswandini (2018) from Airlangga University, Indonesia, uses a semiotic approach to analyze car advertisements. This research is entitled "Multimodal Analysis of Car Advertisement." And the last is Liu (2019) from China; Liu is doing a study that focuses on systemic functional linguistics. Purba and Herman (2020) are doing a study focuses on verbal components. The source data was the advertisement of a car from Suzuki Ertiga.

The second is the research on three-dimensional advertising. The first research was conducted by Gbadegesin and Nanuga (2015) from Nigeria. This study analyzes the campaign videos of the two dominant parties during the 2015 Nigerian elections. Hu and Luo (2016) from China are researching visual

components and grammar in an advertisement. Wang (2016) from Singapore is studying video analysis of TV commercials using social semiotics perspective. Dewi (2017) is researching electronic media. In this paper, "Bodrex Extra" advertisements in electronic media were analyzed by five semiotic systems of multimodal (sign, symbol, and or code). Napitupulu et al. 1 (2017) is studying the function of the advertisement of the Shopee online marketplace. Rubio (2018) from Poland is doing research focuses on semiotic elements in TV commercials. Du et al. 1 (2019) study the verbal and non-verbal elements contained in fast food advertisements. Ananda (2019) is researching semiotic and ideational aspects. Fernando (2019) is researching the verbal and non-verbal elements contained in the Samsung Galaxy A8 video advertisement. Raharjo et al. 1 (2020) is doing research on multimodal systems concerning aspects of linguistics, visuals, audio, gestural, and location. And the last is Zulita and Muthalib (2020), who are doing research that focuses on discovering the connotation and denotation that can be interpreted in shop signs found in Banda Aceh.

The examples of researches on multimodality above are two-dimensional and three-dimensional advertisements. The previous studies have focused on verbal and non-verbal areas or commonly known as visual areas. In the visual area, researchers usually research and analyze the representational part of the narrative; the interactional part relates to the material being analyzed. The elements that are often examined in the visual section are contact, narrative, and value. The verbal elements that are rarely studied are social, distance, attitude, framing, and salience.

Multimodality analysis of the verbal part of the analysis is still rare. Previous researchers were too focused on research from the visual side. Meanwhile, research on verbal analysis is very rare. Studies that have been carried out in the verbal section are usually focused on the transitivity analysis section. In addition to the visual part, it is important to do verbal analysis in advertisements; because analyzing verbal in advertisements can help us understand the visual part better because the visual part and verbal part are interrelated. Some parts of the verbal analysis that are often studied are field, tenor, and mode, better known as ideational, interpersonal, and textual metafunction.

From some of the history of the research, it can be seen that researchers do many kinds of research in the visual area compared to the verbal area. Research in the visual area from 2015-2020 is consistently carried out by researchers who use advertising as the object of their research. While in the verbal area, from 2015-2020, the research was delayed 2016 because no one had done any research. When viewed from the dimension section, there are two types of advertisements, namely two-dimensional and three-dimensional. And based on several examples of articles, it can also be seen that researchers do more research on three-dimensional advertising than two-dimensional advertising. However, the studies that several researchers have carried out have only focused on the verbal and visual aspects; no one has conducted more in-depth research, there are still some parts that need to be explained further.

In addition, in previous studies, no one has researched by looking at the congruence between visual and verbal analysis; there are still few who see the

relationship between the two parts. Therefore, in this study, researchers will research three-dimensional advertisements from Lazada 12.12 and Bli-bli 12.12 by analyzing the verbal and visual areas and explaining whether there is a congruence between the verbal and visual areas of the two advertisements.

Lazada is a private Southeast Asian e-commerce company that belongs to the Alibaba Group. Lazada was founded by Rocket Internet and Pierre Poignant nine years ago on 27 March 2012. In 2014, Lazada Group operated websites in Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam. Its largest office is located in Singapore. Lazada was founded in 2012 and is still operating, even growing rapidly from time to time in various countries in Southeast Asia, including Indonesia. Lazada is a pioneer of the e-commerce ecosystem in Southeast Asia. Lazada is a company engaged in online buying and selling services and e-commerce retail, the result of the development of an internet technology incubator company from Germany, Rocket Internet. Lazada, as a company engaged in e-commerce retail in Indonesia, hopes to provide convenience for the public in buying various types of products from various categories, ranging from electronic products, home decorations, health products to beauty products, by simply accessing the site or application from Lazada. They are supported by multi-payment facilities, including cash-on-delivery, making it easy for consumers, especially in Indonesia, to get the latest goods they want. In addition to providing ease of transaction, Lazada also provides various promos and discounts at low prices and offers that are certainly attractive to buyers.

Information about all products can be accessed on the Lazada Indonesia website, namely lazada.co.id.

Blibli.com is one of the leading internet trading websites in Indonesia. Blibli is the first product of PT Global Digital Niaga, a subsidiary of Djarum in the digital field, founded in 2010. Blibli cooperates with technology service providers, logistics partners, banking, and trade partners with certain standards to create a back-end system that can meet the needs of bibli users. Blibli's head office is headquartered in West Jakarta, with infrastructure costs such as servers and networks reaching nearly Rp 100 billion. Blibli offers a wide selection of quality products provided by more than 100,000 business partners, ranging from primary needs, electronic products, including gadgets, daily necessities, and lifestyle necessities. Blibli has 20 warehouses and 32 hubs spread across major cities in Indonesia. Blibli is committed to providing convenience and shopping satisfaction through 24/7 Customer Care services, the certainty of 15 days of product returns, and complete and secure payment options to customers. Since its creation, blibli has changed its slogan 3 times, the first being "Anytime, Anywhere, Shopping! (2011-2015)", the second was "Big Choices, Big Deals (2015-2019)", and the third was "Because You Are No.1 (2019-present)".

Other than that, these two ads are e-commerce used by people who like shopping using the internet. Bli-bli is e-commerce from Indonesia that only exists in Indonesia. At the same time, Lazada is e-commerce that has been widely known in various countries, especially countries that are members of ASEAN. The different backgrounds of the two e-commerce certainly trigger the emergence

of some differences and similarities. These two advertisements both use two different South Korean actors as their Brand Ambassadors. Lazada 12.12 advertisement uses actor Lee Min Ho as its Brand Ambassador, while Bli-Bli 12.12 uses actor Park Seo Joon as its Brand Ambassador. And no one has researched the differences and similarities between Lazada and Bli-Bli; therefore, the researchers chose the two advertisements to be compared using the Multimodality approach to see the similarities and differences in verbal and visual message representation, as well as congruence between the two advertisements.

1.2 Identification of The Problem

Based on the history of the research above, the identification of research problems that are still possible to do are the differences in visual areas in terms of social, distance, attitude, framing, and salience seen in two-dimensional and three-dimensional advertising, the visual meaning of the area in terms of social, distance, attitude, framing, and salience in three-dimensional advertising, the correspondence between verbal and visual analysis in two-dimensional advertising and the correspondence between verbal and visual aspects in three-dimensional advertising.

1.3 Limitation of The Problem

Based on the identification of problems above, this research will be limited to the use of 3d advertisements from Lazada 12.12 and Bli-bli 12.12 in 2020, as the material used to analyze verbal and visual areas in multimodality analysis. By taking two videos from two different countries, namely: Malaysia and Indonesia,

Lazada from Malaysia and Bli-bli from Indonesia. The researcher will analyze the two advertisements using a semiotic approach with visual and verbal scope limitations, each of which is divided into:

1. Verbal area with limited scope: ideational, interpersonal, and textual metafunction.
2. Visual area with limited scope: narrative representation, conceptual representation, and compositional representation.
3. Congruence with scope limitations: congruence between verbal and visual.
4. Generic Structure with limited scope: lead, display, emblem, announcement, enhancer, tag, call and visit information.

1.4 Formulation

Based on limitations, the topic is "What are the similarities and differences between visual and verbal areas in video advertisements from Lazada 12.12 and Bli-bli 12.12 and how are these two areas related to each other so that they can form congruence?".

1.2 Research Questions

1. What are the similarities and differences between lazada 12.12 and bli-bli 12.12 advertisements in verbal message representation?
2. What are the similarities and differences between lazada 12.12 and bli-bli 12.12 advertisements in visual message representation?
3. How is the congruence between verbal and visual in each advertisement?

4. What are the similarities and differences in the generic structures of each advertisement?

1.3 Purpose of Research

Based on the research questions above, there are three objectives of research completion, as follows:

1. To find the similarities and differences between lazada 12.12 and bli-bli 12.12 advertisements in verbal message representation
2. To find the similarities and differences between lazada 12.12 and bli-bli 12.12 advertisements in visual message representation
3. To find the congruence between verbal and visual in the advertisement.
4. To find the similarities and differences in the generic structures of each advertisement.

1.4 Significance of Research

The author hopes that the results of this paper can contribute to the study of multimodality and have a positive impact on all readers, especially linguistic students who want to study multimodality. First, this research is expected to provide benefits for multimodality advertising theory because many theories are still limited to two-dimensional advertising. Second, this research is expected to provide information to advertisers to pay more attention to what aspects are contained in the multimodality analysis and the suitability of verbal and nonverbal elements in the advertisements that will be made so that their advertisements can be more easily understood by the audience of advertisements with video formats.

Furthermore, this research is expected to provide information about the relationship between visual and verbal aspects in an advertising analysis. In addition, the authors also hope that this research can provide knowledge to readers about multimodal analysis of advertising and is expected to provide a reference for those who wish to conduct multimodal analysis research.

1.8 Definition of Key Terms

1. **Multimodality discourse analysis:** Is an approach which deals with the meaning made by using several modes of communication other than language (George, 2012).
2. **Advertisement:** Is a paid mediated form of communication which is designed by marketers to attract the people to take an action (Kenekukwu, Asemah & Edegoh 2013, p. 951).
3. **Blibli:** Is one of the e-commerce from Indonesia with the concept of online shopping which was founded in 2010.
4. **Lazada:** is a Southeast Asian e-commerce company founded by Rocket Internet and Pierre Poignant in 2012, which belongs to the Alibaba Group.
5. **Two-dimensional advertisements** are advertisements in printed form, usually only in the form of images.
6. **Three-dimensional advertisements** are advertisements in videos or moving images such as video ads on YouTube, Instagram and television.
7. **E-commerce**, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and

the transfer of money and data to execute these transactions (Business encyclopedia).